LEO BURNETT U.S.A.
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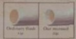
The low-tar cigarette with the recessed tip.

The thoughtful choice in low-tar smoking.

Most low-tar cigarettes are flush-tipped. So tar buildup is flat against your lips.

But Parliament has the recessed tip. That means tar buildup never touches your lips. All you get is that neat, clean taste.



So if you're trying to find a low-tar cigarette that tastes good, why not choose the one with the difference, Parliament with the recessed tip.

PARLIAMENT
Parliament
100's

Parliament

Kings, Box and 100's

Box: 14 mg. "tar," 0.8 mg. nicotine—Kings: 16 mg. "tar," 0.9 mg. nicotine—100's: 17 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Apr.'76

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/mln00013